

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, January 28, 2015

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Alexinia Baldwin, Riley Hasson, Betsy Paterson, Shamim Patwa, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

Guests: Steve Bacon and Peter Millman

1. Call to order

Chair Toni Moran called the meeting to order at 4:20 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from December 17, 2014

The minutes were not approved due to a lack of quorum.

4. Discussion of draft Town Square policies

Cynthia van Zelm explained the work that she and Town staff had done in preparing the draft Town Square policies and other ordinances which cover issues within the downtown. She invited the Committee to provide their feedback on the drafts, which will next be presented to the Board of Directors.

Ms. Moran noted that the Town and UConn have an agreement that UConn may hold up to twenty-four events on the Town Square per calendar year. She explained that this arrangement was made as part of UConn's financial contribution to the construction of the Town Square.

Alexinia Baldwin expressed concerns with possible problems with cyclists and pedestrians sharing the sidewalks.

Kathleen Paterson noted that Connecticut state law allows cyclists to ride on sidewalks and that the proposed ordinance would provide the Town with the means to encourage and enforce safe riding habits.

Cara Workman suggested adding language in the event policy to be more specific about when groups hosting an event must bring their own trash receptacles and portable restrooms.

Ms. van Zelm asked the Committee for their thoughts on if there should be a fee to use the Town Square and if groups should be permitted to do fundraising on the Town Square.

The Committee discussed the merits of a fee, including helping to cover administrative and potential clean-up costs. Committee members expressed a need to distinguish between community groups hosting an information booth and large-scale events such as concerts. By general consensus, they decided to recommend to the Board of Directors that a fee should be charged and suggested that the Board determine the fee.

The Committee discussed the need to balance the likely desire by many groups to do fundraising activities on the Town Square with the desire of residents and visitors to enjoy the Town Square without facing frequent requests for money.

The Committee agreed by consensus to present the Board with two options: 1) Prohibit fundraising on the Town Square; and 2) Allow fundraising by 501 (c) (3) non-profit organizations only.

Ms. van Zelm will incorporate the Committee's changes [Done] and will present the options regarding fees and fundraising to the Board at its next meeting.

5. Update on Winter Fun Week (Feb 1 – 7, 2015)

Ms. K. Paterson provided copies of the brochure for the Committee and reported that the website is live. She said plans for the Storrs Center Stroll are going well. She asked Committee members if they would like to have an information table in the Nash-Zimmer Transportation Center during the event.

The Committee agreed that it would be a good idea to have the information table. **Ms. K. Paterson will email all of the Partnership's committees to invite members to volunteer [Done].**

6. Discussion of Town Square donor event (May 1)

This item was tabled until the next meeting.

7. Discussion of potential summer event

This item was tabled until the next meeting.

8. Adjourn

The meeting adjourned at 7.05 pm.